



Business

Starting February 2021

# ICSB • UAEU • GWSB Certificate Program

Learn from top professors, entrepreneurs, and business professionals to increase your knowledge base and expand your horizons.

## Certificate Courses:

- Entrepreneurial Finance
- Social Entrepreneurship
- Creativity & Innovation
- Sustainable Development Goals
- Entrepreneurial Leadership
- Managing Growing Business
- Business Failure
- New Market Opportunities
- Opportunity Evaluation

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Start off 2021 strong. Invest in your future and enroll in a certificate course today!

**Register at**  
[www.ICSBGlobal.org/uaeu](http://www.ICSBGlobal.org/uaeu)



## Entrepreneurial Leadership Certificate

Entrepreneurial leaders commonly characterized as visionaries, innovators, creators, motivators, and optimists who seize new business opportunities. In today's rapidly-paced and ever-changing worldwide business conditions, entrepreneurial leaders are expected to take a multidimensional approach to run a business. E-leadership or Virtual Leadership through COVID-19 and beyond.

### Key Topics:

- Effects of generational shifts on leadership styles
- Emergence of e-leadership
- Holistic approach in e-leadership
- E-leadership or Virtual Leadership through COVID-19 and beyond.
- Emerging leadership theories/styles



## Entrepreneurial Finance Certificate

Are you ready to assess your business risk exposures and develop the optimal capital structure? COVID-19 has accelerated the necessity of having reliable digital solutions for conducting business operations and accessing funding. Are you interested in understanding the alternative funding options and rapidly developing FinTech, Blockchain, and Artificial Intelligence? If you answered yes to either of the questions above, then you must register for the ICSB Global Entrepreneurial Finance Certificate.

### Key Topics:

- Introduction to Entrepreneurial Finance
- Financial Statements, Tools, and Budgets
- Business Decisions and Time Value of Money
- Risk Analysis
- Sources of Debt Financing
- Sources of Equity Financing
- Business Capital Structure
- Alternative Finance Landscape

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## Managing Growing Business Certificate

It is essential to plan for the financial success of your business. Successful and rapidly growing businesses will eventually need access to greater capital in order to sustain and expand business operations. The decision-making process which includes planning, organizing, directing and controlling. The emphasis is placed on the usage of online tools for managing and growing your business.

### Key Topics:

- Business Life Cycle & Funding Choices
- Accounting is a language of business
- Risk Management Process
- Business Capital Structure
- Adaptive Leadership Styles
- Advancement in technology to manage and grow your business
- Online tools for leading and collaborating



## Social Entrepreneurship Certificate

Prepare to engage the inequalities in your local community as globalization evolves to its post-COVID-19 form.

### Key Topics:

- Introduction to Global Social Entrepreneurship
- Global Challenges and the UN Sustainable Development Goals
- Innovation and Opportunity Recognition for Social Enterprises
- Running a Social Venture
- Social Innovation and the Community
- Marketing a Social Venture
- How to Teach Social Entrepreneurship
- B Corps and Government Regulations
- The Enterprising University
- The Role of Disruptive Technology
- Global Profiles of Women's Entrepreneurship

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## Business Failure Certificate

It is inevitable in a rapidly changing entrepreneurial environment to have some business ventures that face failure. The survival rates for smaller enterprises are low compared to larger ones due to their greater susceptibility to the economic conditions as MSMEs generally do not have the long-term capacity to withstand economic downturns as larger enterprises do. Further exacerbated by COVID-19 global pandemic you will be introduced to the recent trends worldwide and, most important lessons learnt.

### Key Topics:

- Business Failures/Exits Statistics around the world
- Reasons for Failure
- Rewarding Failure



## Creativity & Innovation Certificate

Years ago, creativity and innovation were mainly associated with art, entertainment or recreation, and only in very particular cases, was it related to the world of organizations. However, given our current reality, this has very much changed. Currently, innovation and in particular, creativity, are considered fundamental to organizational development, most specifically for those that are entrepreneurially focused. Learn how to model your business to combine the detection of opportunities and successful execution capabilities.

### Key Topics:

- Think as an artist: Creativity for the Design of effective products and service
- Creativity and Design thinking: how to design effective Organizations
- Where do good ideas come from?
- Customer discovery
- Innovation and Academic Research
- Process of Innovation
- The Role of Government to Promote Innovation
- Creativity Through story Telling
- Engineering and Creativity Unleashed



## Opportunity Evaluation Certificate

Identifying new business opportunities is a fundamental step in the entrepreneurial process. Origins of new business opportunities arise from advancements in technology, economic crises and booms, climate changes, natural disasters, pandemics, societal changes, demographic changes, political, developing/emerging economies and changes in policies and regulations. Visual tools will be applied to spot/identify new business opportunities and then create business plans to collect resources, manage business operations, and create business values.

### Key Topics:

- Origins of new business opportunities
- Business scalability
- International and domestic/regional expansion
- Aligning design thinking decisions with entrepreneur/customer behaviour of different generations (e.g. Millennials vs Gen Z)
- Online tools for opportunity recognitions such as IdeaFlip.com (free), Google Design (Free), IBM design thinking toolkit (free), Conceptboard.com
- UN SDGS Goals



## Sustainable Development Goals Certificate

The United Nations SDGs were designed by establishing working groups worldwide to fully understand the depth of global needs to bring about an equitable world that centers itself around the most vulnerable of society. They seek to eliminate and end all social, economic, and environmental abuses at play throughout our current systems of oppression. The SDGs have a purposeful interrelated nature, which allows those working to recognize that many of these societal holes are both affected by and affect one another. Together brings the UN and ICSB to help explain how and with hands-on examples.

### Key Topics

- Understanding the United Nations Sustainable Development Goals (SDGs)
- How to Integrate the SDGs into Your Classroom
- The SDGs are defined as a set of 17 Goals. ICSB's Humane Entrepreneurship is a Means of Achieving the SDGs

Register at [www.ICSBGlobal.org/uae](http://www.ICSBGlobal.org/uae)



## Navigating Market Opportunities Certificate

As a business transforms from its creation to implementation, identifying and prioritizing market opportunities is an essential practice. However, it is often one of the most challenging tasks that managers face when striving to increase their company's growth capacities. Traversing market opportunities is too often left to a simple chance when, in reality, anyone can capitalize on available market opportunities if they are able to understand the systematic frameworks at play.

Fully understanding these frameworks and tools will allow you to make informed strategic choices and will present your applications for gaining team cohesion around your choices.

During this certificate program, you will be introduced to the "Market Opportunity Navigator," which is a new and innovative business tool that provides a thorough perspective to find different potential market domains. Having been recently adopted for the Lean Toolset by Steve Blank, the Navigator, first, introduces you to a wide-lens perspective which aids in finding different potential market domains for your business before you zoom in or focus with lean simulations.

### Key Topics:

- Where to Play - 3 Steps for Discovering Your Most Valuable Market Opportunities
- Diverging before Converging-Identifying New Market Opportunities for Your Innovation
- Setting a Clear Strategic Focus- Evaluating and Prioritizing New Market Opportunities
- Tips and Resources for Successful Implementation in Your Organization
- Managing the corporate innovation pipeline
- Interactive Knowledge Sharing Session with the Experts